

New Jersey's Retail Trade Industry Sector

Prepared by:
New Jersey Department of Labor & Workforce Development
Office of Research & Information
Bureau of Labor Market Information
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THE GOAL OF THIS REPORT IS TO GET AN “IDEA” OF WHAT RETAIL MEANS TO NEW JERSEY

Identify the types of industries and establishments that make up the retail trade sector, based on a standard industry classification system

Describe any similarities and differences among its components with regard to such variables as employment, wage, occupation type, education, and demographic characteristics

Examine any present distinctions within the sector and its components that give New Jersey a competitive advantage compared to neighboring states, regions or the nation, or show areas where New Jersey could improve to add to the state’s economy

Analyze the current state of the retail trade sector and provide an outlook for employment into the future



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RETAIL TRADE: Background

- > Retailing is a vital commercial activity, providing customers with an opportunity to purchase goods and services from various types of merchants.
- > One-stop shopping has been pushed to the extreme, with mega malls that include retail stores, food courts, and entertainment centers. Independent retailers in small cities and towns have been replaced by superstore chains that carry virtually every type of merchandise from groceries to clothing and hardware, all under one roof. At the same time, online shopping has made it possible to purchase almost anything without having to leave home.



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DESCRIPTION AND OVERVIEW



What is the Retail Trade Industry Sector?

Composition of NAICS Codes

44-45 Retail Trade

- 441 Motor Vehicle and Parts Dealers
- 442 Furniture and Home Furnishings Stores
- 443 Electronics and Appliance Stores
- 444 Building Material & Garden Supply Stores
- 445 Food and Beverage Stores
- 446 Health and Personal Care Stores
- 447 Gasoline Stations
- 448 Clothing and Clothing Accessories Stores
- 451 Sporting Goods/Hobby/Book/Music Stores
- 452 General Merchandise Stores
- 453 Miscellaneous Store Retailers
- 454 Non-store Retailers



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Highlights of the Retail Industry Sector

The latest data shows that:

- Retail trade employment totaled 454,463 in 2018, or 13.1% of all private sector workers in the state. In comparison, the sector represented 12.7 percent of the nation's private sector employment in 2018.
- Retail represented just over \$34 billion or 6.8 percent of the state's real Gross Domestic Product in 2018 in private industries (6.1% in all industries) while the U.S. also had a 6.8 percent representation in its private industries' GDP but slightly lower in all industries (5.9%).
- New Jersey retailers paid over \$15.7 billion in total wages during 2018, or 6.9 percent of the state total. In addition, retail businesses accounted for 11.3 percent of all units in the statewide total private sector in 2018. (10.7% for US)



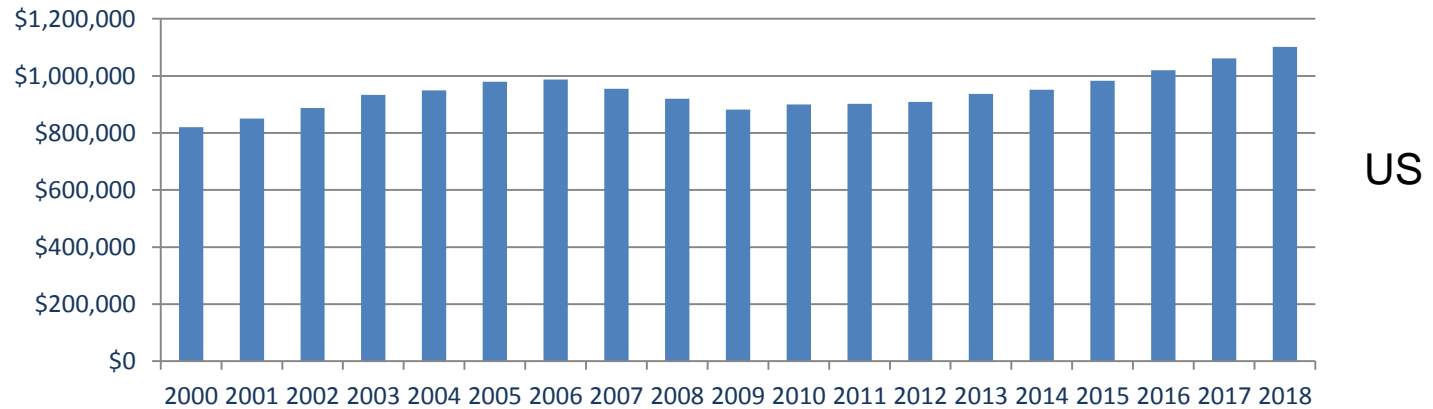
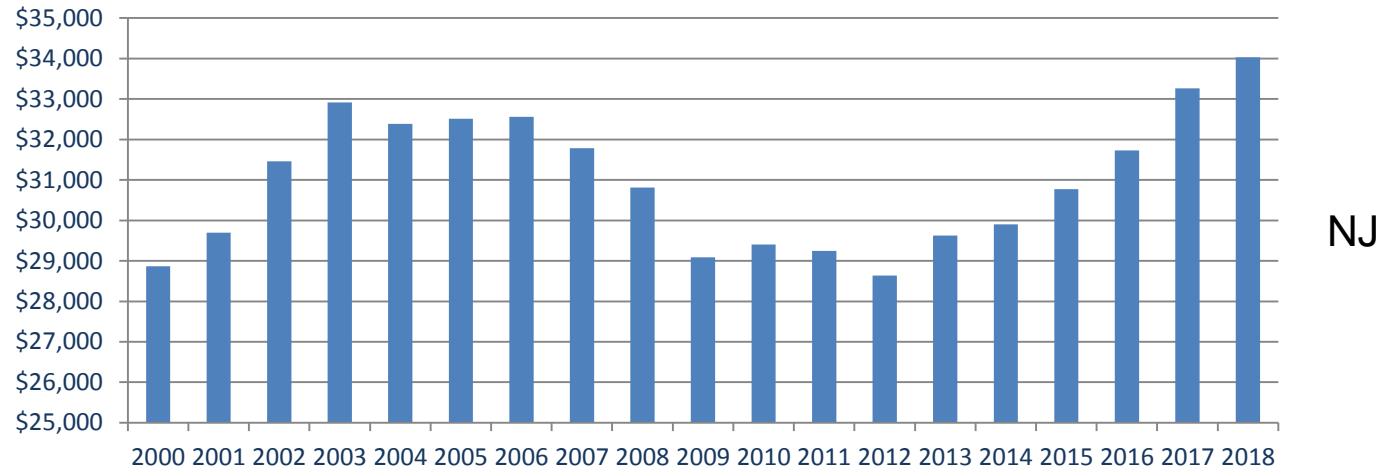
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Source: NJLWD, Quarterly Census of Employment and Wages,
Bureau of Economic Analysis,
Prepared by: New Jersey Department of Labor and Workforce
Development, January 2020

Retail Trade Real GDP: 2000 - 2018

(millions of chained 2012 dollars): NJ vs. US

The real gross domestic product (GDP) for Retail Trade in the US and the state has exceeded their previous highest levels. NJ has continually risen since 2012 while the US started their recovery earlier, 2009-2010.



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Source:
Bureau of Economic Analysis
Prepared by: New Jersey Department of Labor and
Workforce Development, January 2020

Breakdown of Retail Trade Industry

➤ The 2018 average annual wage for New Jersey's Retail Trade sector was \$34,618 or over \$30,000 less than the state average for all private sector workers (\$65,355).

➤ In comparison, the annual average wage in the nation's retail sector was \$32,357 in 2018 or nearly \$25,000 less than the national average for all private sector workers (\$57,198).

New Jersey's Retail Trade Industry (2018)

Industry Components	Employment	Establishments	Average Annual Wage (\$)
Retail Trade	454,463	29,779	\$34,618
Private Sector Employment, NJ Total	3,472,321	263,159	\$65,355

Source: NJ Department of Labor and Workforce Development, Quarterly Census of Employment and Wages, 2018 Annual Average

➤ Total wages paid in New Jersey's Retail Trade industry during 2018 accounted for 6.9 percent of the private sector wages paid in the state versus 7.2%, nationally.

➤ The Retail Trade sector's lower average annual wage reflects some of the entry level, lower skill, seasonal and part-time nature of many of the occupations found within it.



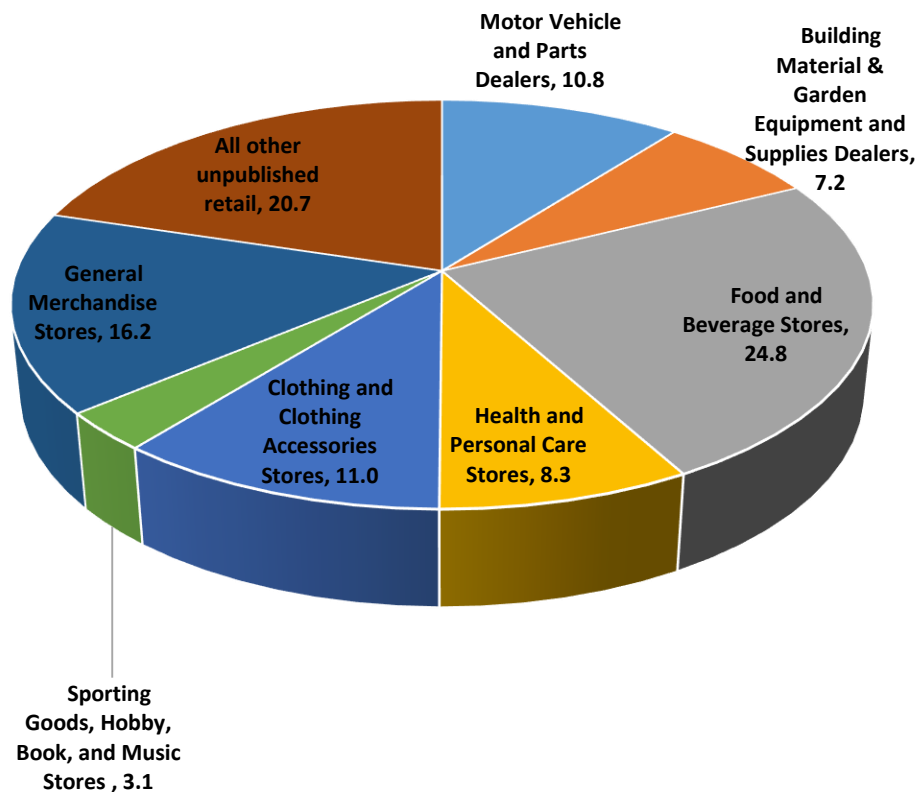
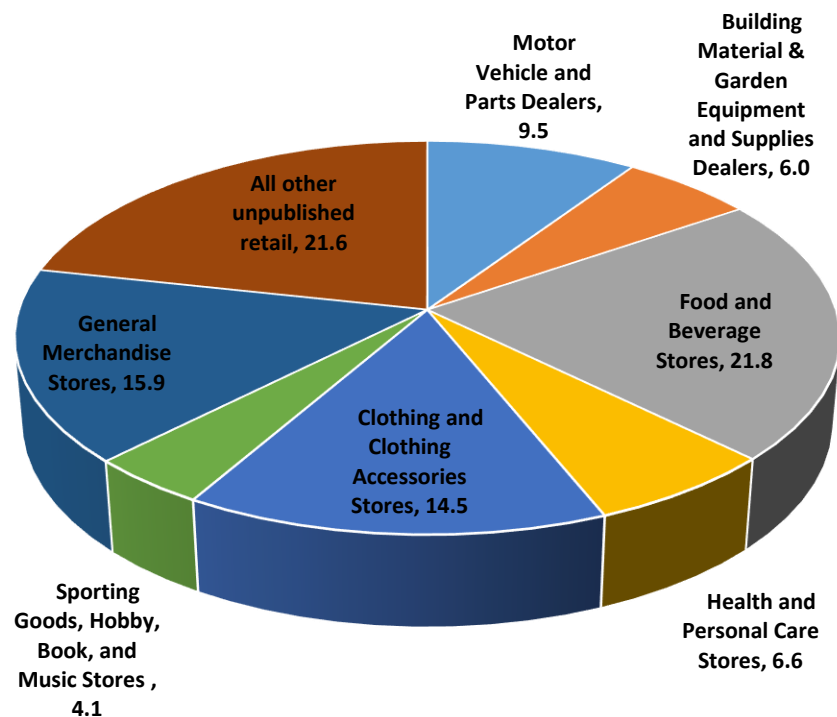
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DETAILED INDUSTRY EMPLOYMENT: CURRENT AND TREND ANALYSIS



THE LANDSCAPE OF RETAIL HAS CHANGED OVER THE PAST 28 YEARS

Employment of Components as a Percentage of Retail
New Jersey, 1990 & 2018



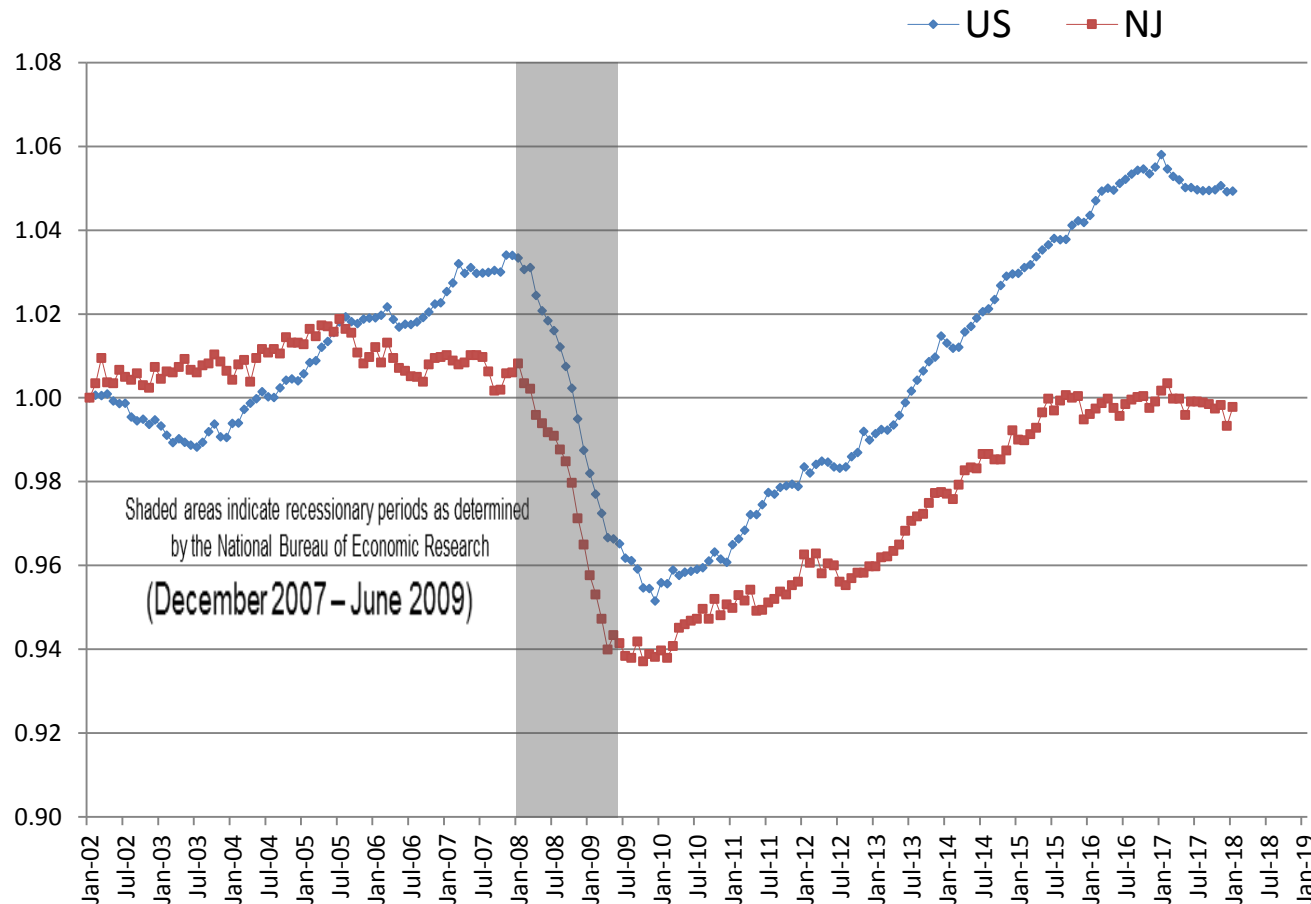
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Source: NJLWD,
Current Employment Statistics, Annual Averages
Prepared by: New Jersey Department of Labor and Workforce
Development, November 2019

NJ and US Employment Index: Retail Trade

January 2002 – December 2018

Seasonally Adjusted Current Employment Statistics (CES)



From January 2002 until around September 2005, retail employment fared better in the state than the U.S.

Since then, the two have followed a similar trend. However, NJ's retail employment has remained below that of the nation.

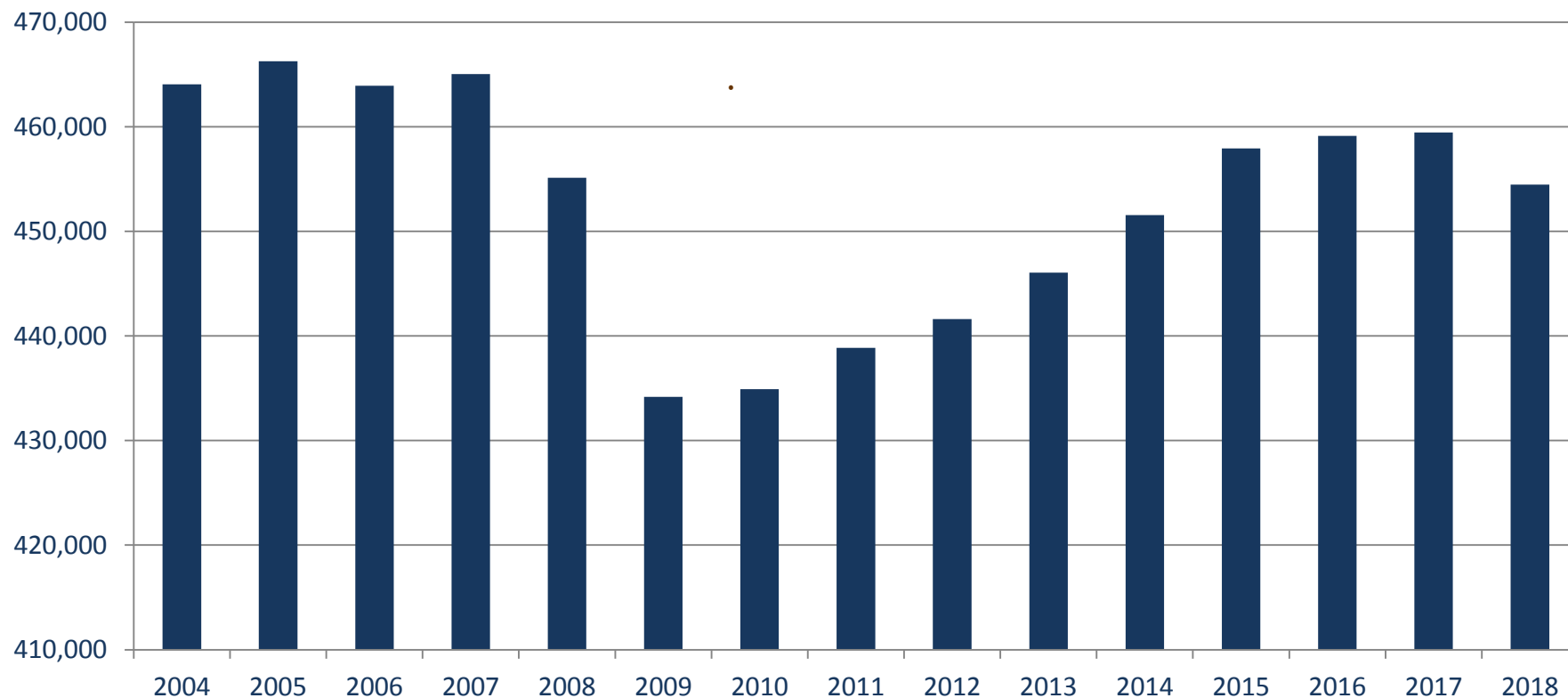


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Source: NJLWD, Current Employment Statistics
Prepared by: New Jersey Department of Labor and
Workforce Development, January 2020

Retail Trade Quarterly Census of Employment & Wages Statewide

Employment: Annual Averages, 2004 - 2018



As illustrated above, New Jersey's Retail Trade employment showed steady improvement after being down in two consecutive years: '07-'08 and '08-'09... as a result of the recession. However, it leveled off from 2015-2017 and has since dropped.



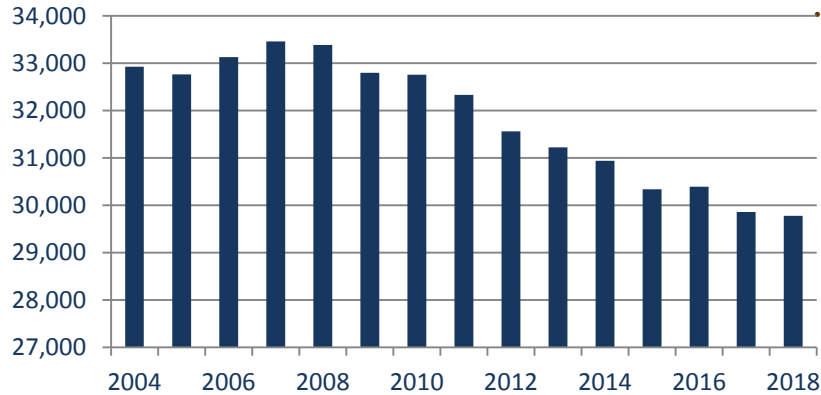
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Source: NJLWD, Quarterly Census of Employment and Wages, Annual Averages
Prepared by: New Jersey Department of Labor and Workforce Development, January 2020

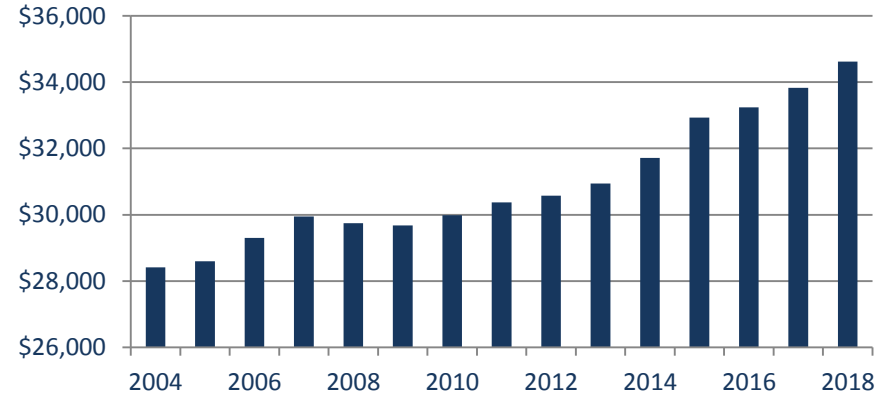
Retail Trade Quarterly Census of Employment & Wages

Establishments & Wages: Annual Averages, 2004 - 2018

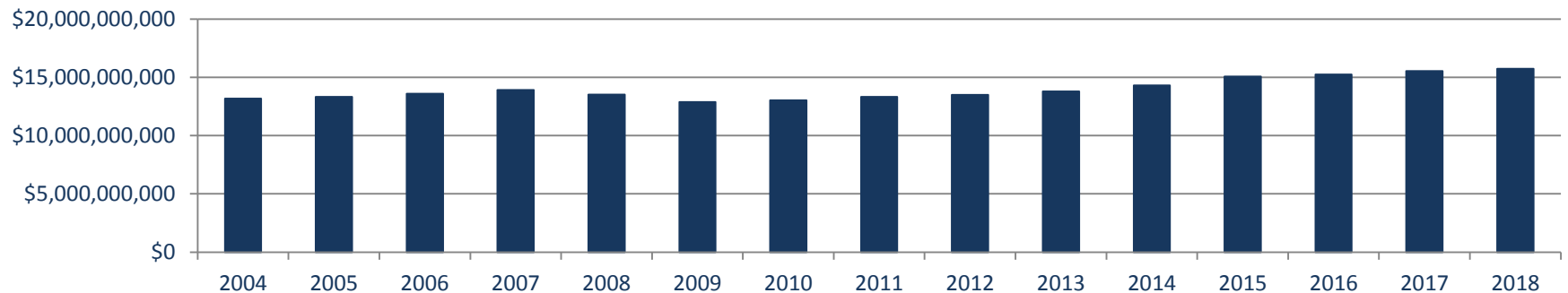
Establishments/Units



Average Annual Wages



Total Wages



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Source: NJLWD, Quarterly Census of Employment and Wages,
Annual Averages

Prepared by: New Jersey Department of Labor and Workforce
Development, January 2020

A deeper look at more detailed industry level data comparing the state's change in employment from 2010-to-2018 yields the table below:

	Change				
	<u>2010</u>	<u>2018</u>	<u>Total</u>	<u>Percent</u>	
441 Motor vehicle and parts dealers	41,315	48,945	7,630	18.5	➤ Four NJ retail industries posted losses from 2010 to 2018: NAICS 443; 448; 451 and 453.
442 Furniture and home furnishings stores	14,953	16,262	1,309	8.8	
443 Electronics and appliance stores	17,184	14,116	-3,068	-17.9	
444 Building Material and Garden Equipment and Supplies	30,044	32,735	2,691	9.0	➤ The state retail industry that posted the largest employment gain was motor vehicle and parts dealers (+7,630) while the industry with the most employment, food and beverage stores, added 5,469 jobs.
445 Food and beverage stores	106,678	112,147	5,469	5.1	
446 Health and personal care stores	34,784	38,164	3,380	9.7	
447 Gasoline stations	14,645	18,259	3,614	24.7	➤ The most significant loss (-7,879 jobs) in NJ occurred in clothing stores while sporting goods stores had the highest rate of staffing losses (-21.4%).
448 Clothing and clothing accessories stores	57,646	49,767	-7,879	-13.7	
451 Sporting Goods, Hobby, Book, and Music Stores	17,784	13,974	-3,810	-21.4	
452 General merchandise stores	67,509	73,432	5,923	8.8	➤ The fastest-growing industry within retail in the state was non-store retailers (43.5%). The significant gain could be partly attributed to an increase in online shopping and the influx of Amazon fulfillment centers.
453 Miscellaneous store retailers	20,281	19,322	-959	-4.7	
454 Nonstore retailers	12,080	17,340	5,260	43.5	

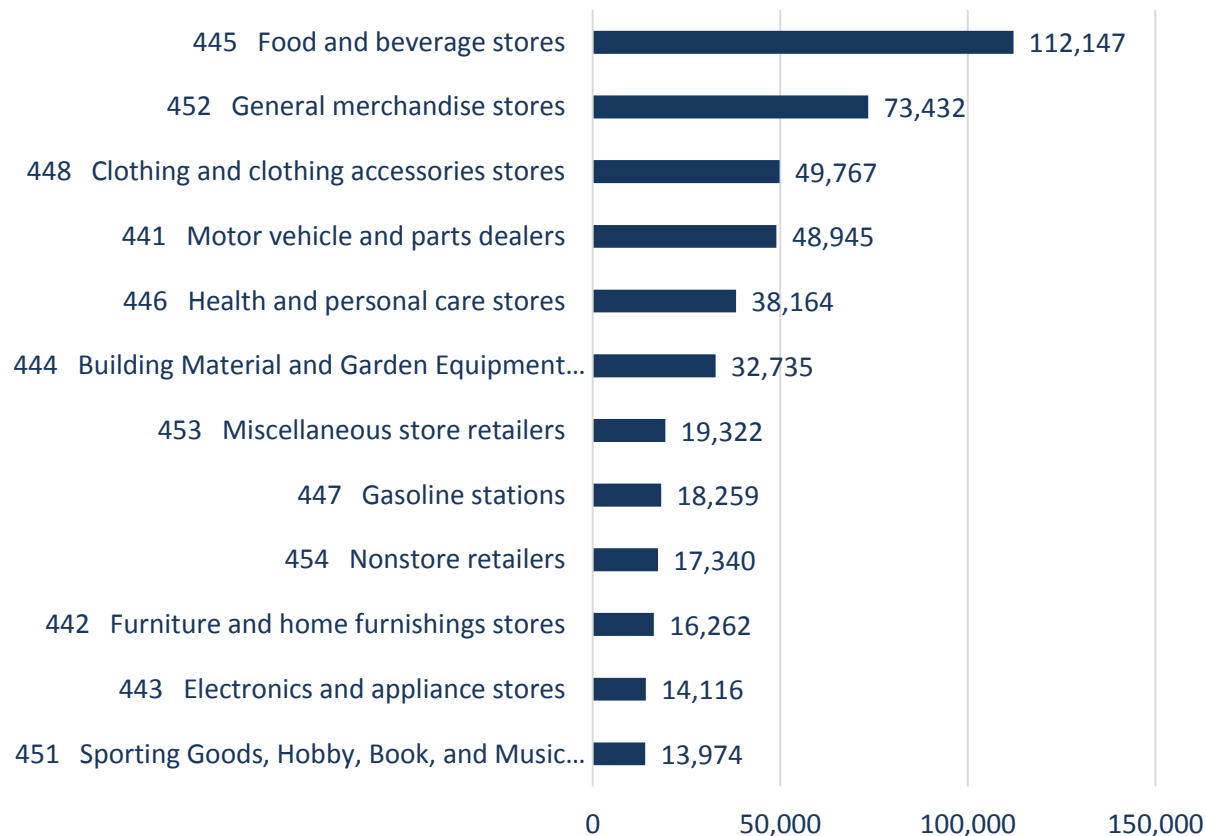


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Source: NJLWD,
Quarterly Census of Employment and Wages
Prepared by: New Jersey Department of Labor and
Workforce Development, January 2020

“Food” plays a significant role in retail

NJ Retail 2018 Employment by 3-digit NAICS



- Food and beverage stores are the primary component of retail accounting for 24.7 percent of the industry.
- Of the three-digit industries within the retail sector, the top two accounted for over 40.1 percent of all the jobs.



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Source: NJLWD, Quarterly Census of Employment and Wages

Prepared by: New Jersey Department of Labor and Workforce Development, November 2019

Inside Food and Beverage Stores...

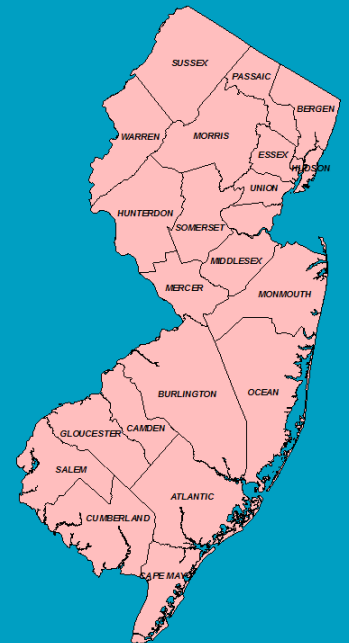
- In the Food and Beverage Stores' industry, supermarkets and other grocery stores (except convenience stores) accounted for over seven of every ten (70.6%) jobs, 19.3 percent of the total wages paid and nearly one-quarter (23.4%) of the establishments.
- Convenience Stores and Beer, Wine & Liquor Stores round out the top three accounting for about 11.0 and 9.5 percent of the Food & Beverage Stores' employment total, respectively.
- The 2018 average annual wage of those employed in the Food and Beverage Stores industry was \$27,074, which was 78.2 percent of the sector's average wage (\$34,618) but just 41.4 percent of the state's private sector average wage (\$65,355). Supermarkets and Other Grocery Stores, the largest segment of Food and Beverage Stores, posted a 2018 annual average wage of \$28,375.



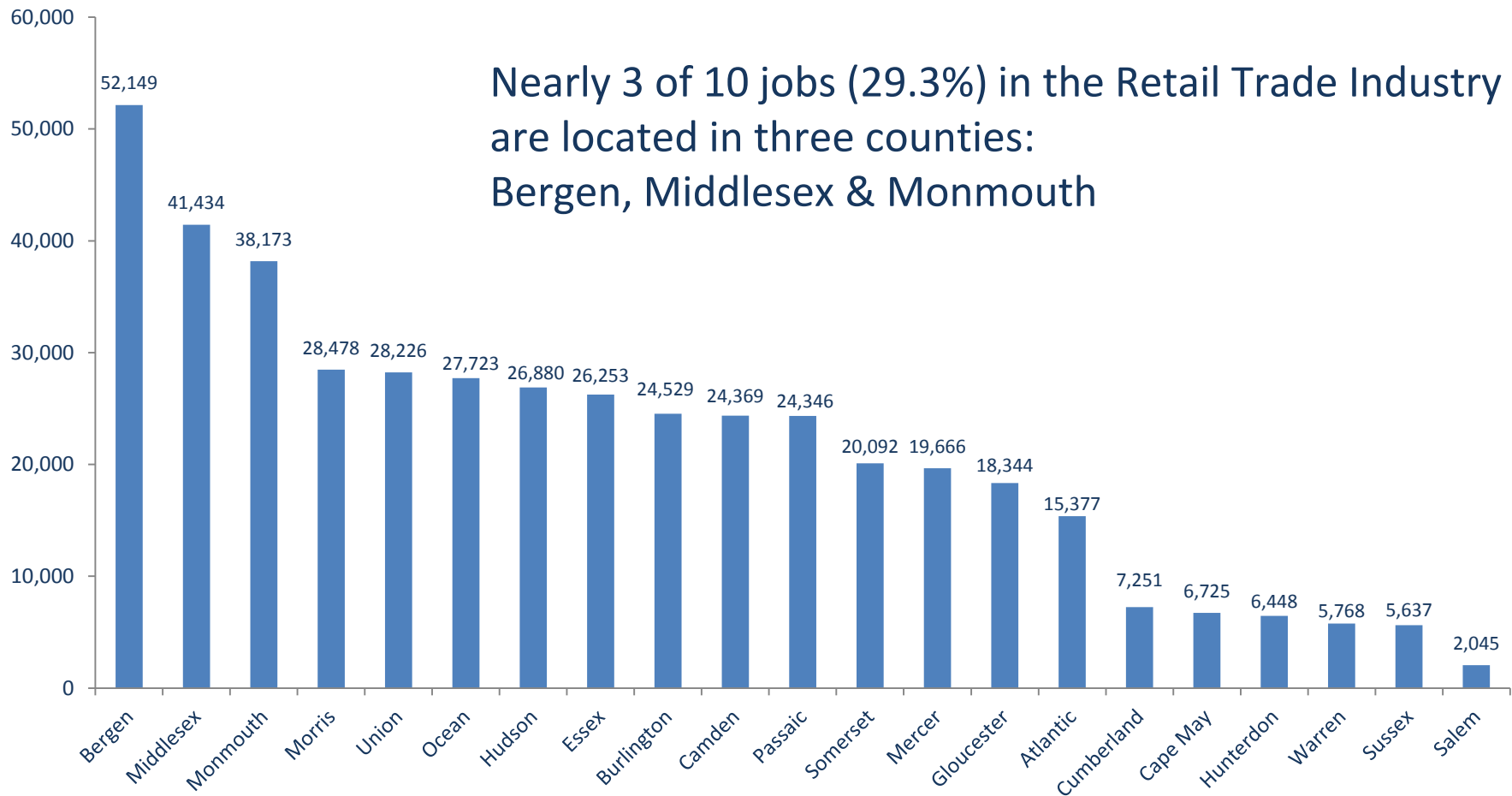
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Source: NJLWD, Quarterly Census
of Employment and Wages
Prepared by: New Jersey Department of Labor and
Workforce Development, January 2020

County-wide retail data: Analysis at a local level



2018 Annual Average QCEW (Retail) Employment by County



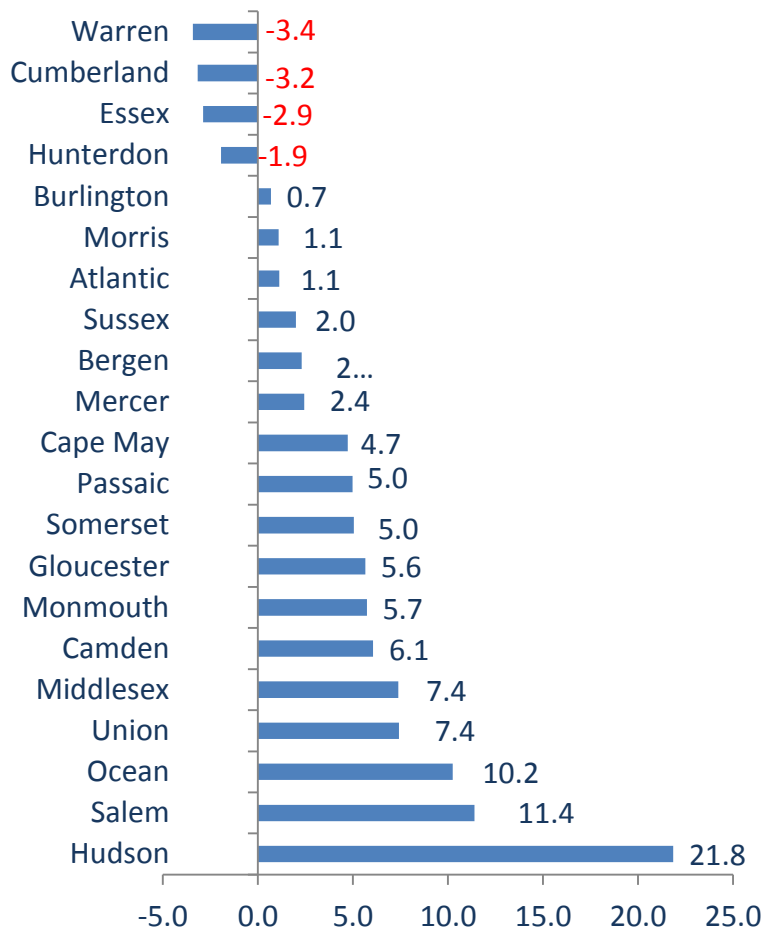
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Source: NJLWD, Quarterly Census of Employment & Wages, Annual Averages

Prepared by: New Jersey Department of Labor and Workforce Development, January 2020

Retail Employment

Gains/Losses: 2010 - 2018 by County (Percent)



The graph ranks the state's counties by their percent change in retail trade employment from 2010 - 2018.

Four of the state's 21 counties recorded a loss in retail employment over this period. Three of those counties have small employment bases.

Hudson had the most significant gain , percentagewise, as well as in total number (+4,818 jobs) as shown in the next chart.

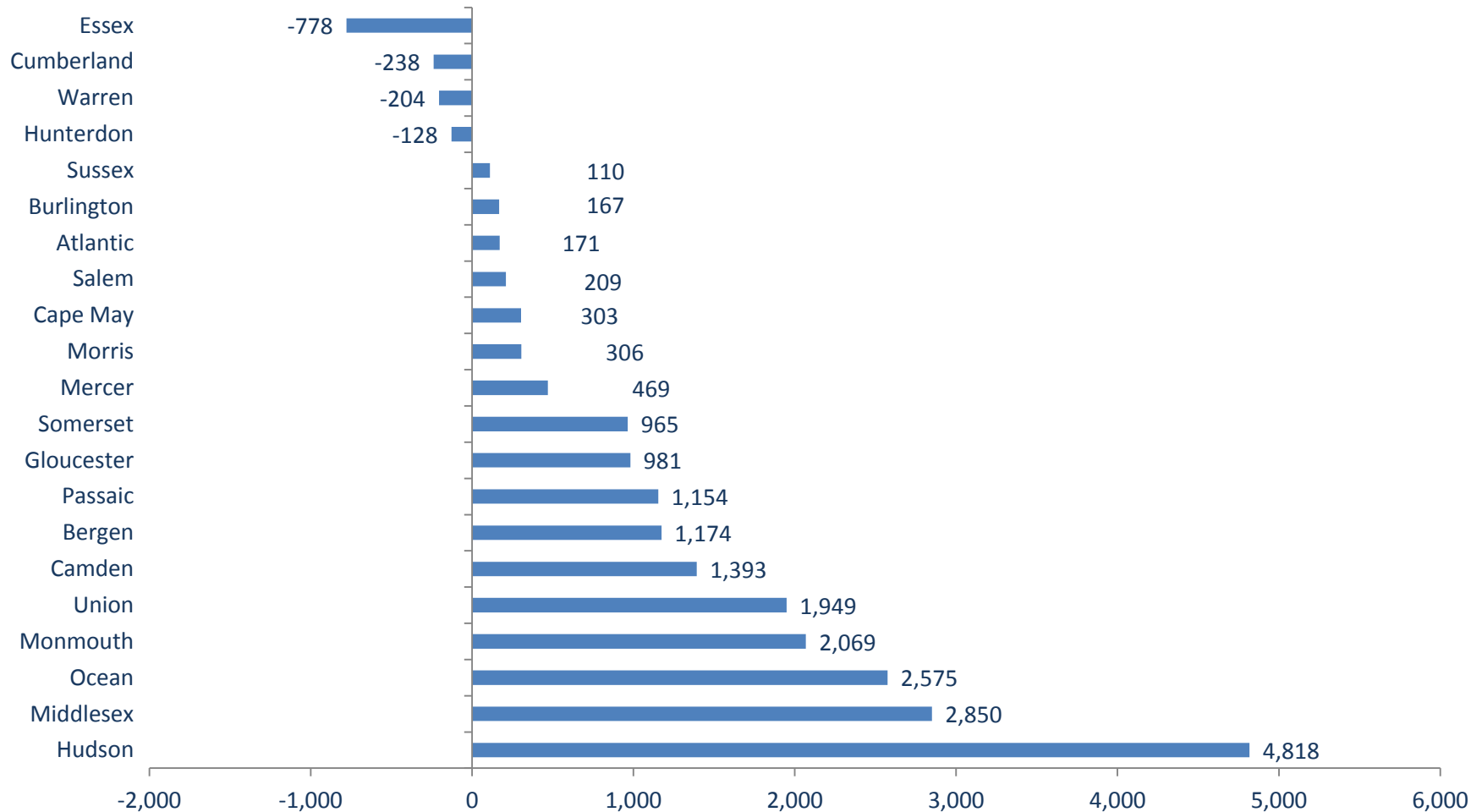


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Source: NJLWD, Quarterly Census of Employment & Wages,
Annual Averages
Prepared by: New Jersey Department of Labor and
Workforce Development, January 2020

Retail Employment

Gains/Losses: 2010 - 2018 by County (Total)



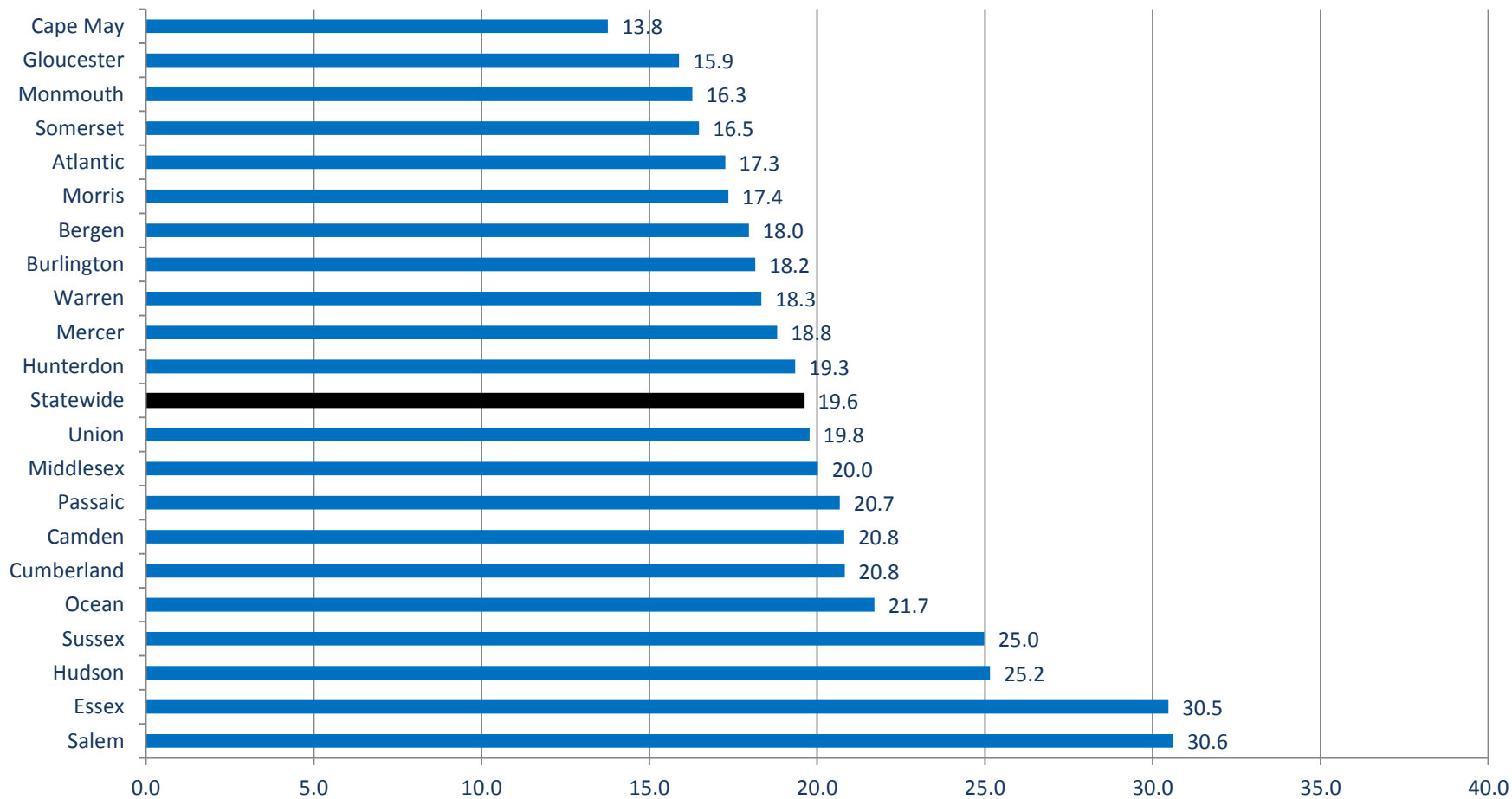
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Source: NJLWD, Quarterly Census of Employment & Wages,
Annual Averages

Prepared by: New Jersey Department of Labor and
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Retail Employment & Population: 2018

Number of County Residents Per Retail Job



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Source: NJLWD, US Census Bureau, 2018 Population Estimates, Quarterly Census of Employment & Wages, Annual Averages, Prepared by: New Jersey Department of Labor and Workforce Development, January 2020

OCCUPATIONAL ANALYSIS



Wages by Occupation

- The wage data published are possible due to thousands of New Jersey employers who participated in the Occupational Employment Statistics (OES) Wage Survey over the past three years. The data collected in the OES Wage Survey provides valuable input for wage comparisons and for identifying trends in emerging or declining occupations -- *precisely the kind of information needed by both employers as well as those who are choosing or changing careers.*
- In retail, the lower wages are mainly due to entry-level, part-time, lower skill and education requirements.
- According to the June 2019 Occupational Employment Statistics Survey, the sector's three largest occupations are retail salespersons, cashiers and stock clerk and order fillers. The 25th percentile of all three of those which can be considered "entry-level" pays around \$20,000 per year.



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Source: NJLWD, Occupational Employment Statistics
Survey, June 2019

Prepared by: New Jersey Department of Labor and
Workforce Development, January 2020

Wages by Occupation

- The occupation with the fourth highest number of estimated employees, first line supervisors of retail sales workers, requires more experience/education/training which results in a higher-paying position. The average hourly rate is \$25.30 while entry-level pay is about \$17.35/hour and a more experienced supervisor can earn about \$30.90/hour.
- On the upper end of the pay scale, retail occupations that pay an average of \$100,000 or more per year mostly include managers of all types as well as chief executives, pharmacists, optometrists, computer network architects and software developers (applications).
- ***For additional occupational wage data not shown, please contact our office for assistance or use the following URL:***
https://www.nj.gov/labor/lpa/employ/oeswage/oeswage_index.html



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Source: NJLWD, Occupational Employment Statistics
Survey, June 2019

Prepared by: New Jersey Department of Labor and
Workforce Development, January 2020

Top occupations within retail with estimated 2018 employment & wages

(25th percentile can be considered “entry-level” while 75th percentile can be “more experienced”

Occ'l (SOC) Code	Occupational Title	Est'd Empl.	Mean (Avg.) Hourly	Mean (Avg.) Salary	25th Pctile. Hourly	25th Pctile. Salary	75th Pctile. Hourly	75th Pctile. Salary
00-0000	Total all occupations	462,200	\$16.90	\$35,100	\$10.05	\$20,900	\$18.60	\$38,700
41-2031	Retail Salespersons	125,030	13.95	29,000	9.80	20,400	15.25	31,700
41-2011	Cashiers	86,610	11.05	23,000	9.40	19,500	11.70	24,400
43-5081	Stock Clerks and Order Fillers	49,930	12.90	26,900	9.80	20,300	14.45	30,100
41-1011	First-Line Supervisors of Retail Sales Workers	27,400	25.30	52,600	17.35	36,100	30.90	64,300
35-2021	Food Preparation Workers	11,490	11.85	24,600	9.90	20,600	12.65	26,300
43-4051	Customer Service Representatives	10,290	15.25	31,700	11.30	23,500	17.85	37,200
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	9,850	14.35	29,800	11.40	23,700	16.15	33,600
53-6031	Automotive and Watercraft Service Attendants	8,910	10.70	22,300	9.20	19,200	11.55	24,100
29-2052	Pharmacy Technicians	7,220	15.10	31,400	11.25	23,400	17.95	37,300
49-3023	Automotive Service Technicians and Mechanics	6,960	25.20	52,400	18.00	37,400	30.50	63,400
43-9061	Office Clerks, General	6,370	14.15	29,400	9.75	20,200	16.95	35,200
53-3033	Light Truck or Delivery Services Drivers	6,240	14.15	29,400	10.30	21,400	17.25	35,900
29-1051	Pharmacists	6,230	57.95	120,600	48.45	100,800	64.30	133,800
43-1011	First-Line Supervisors of Office and Administrative Support Worke	5,110	25.80	53,600	20.40	42,400	30.00	62,400
11-1021	General and Operations Managers	4,620	57.65	119,900	37.85	78,700	65.55	136,400
41-2022	Parts Salespersons	3,660	17.60	36,600	12.85	26,700	20.20	42,000
43-3031	Bookkeeping, Accounting, and Auditing Clerks	3,530	20.75	43,100	16.15	33,600	25.85	53,800
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	3,500	12.45	25,900	9.95	20,700	13.85	28,800
53-7064	Packers and Packagers, Hand	3,170	12.10	25,200	9.55	19,800	13.10	27,200
35-3022	Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	3,020	11.05	23,000	9.65	20,100	11.75	24,400
41-2021	Counter and Rental Clerks	3,020	21.55	44,900	13.25	27,600	27.60	57,400



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Source: NJLWD, Occupational Employment Statistics Survey,
June 2019

Prepared by: New Jersey Department of Labor and
Workforce Development, January 2020

DEMOGRAPHIC CHARACTERISTICS OF THE INDUSTRY SECTOR WORKFORCE



New Jersey Resident Workforce Demographic Characteristics

All Industries in NJ vs. Retail: 2017 by Age, Sex, Race & Hispanic Origin

➤ Retail trade is characterized by a large number of seasonal and part-time jobs and by workers who are younger than the average for all industries. Nearly one-quarter (23.8%) of workers are under 25 years old compared with just over one in 10 (11.8%) for all industries.

➤ Many businesses in the sector increase hiring during the summer, often employing high school-age and college-age workers. Some segments of the industry sector are heavily reliant on immigrant and guest workers such as boardwalk and amusement establishments.

	<u>By Age</u>	<u>All</u>	<u>Retail</u>
	Less than 25	11.8%	23.8%
	25-34	20.8%	22.4%
	35-44	20.6%	16.0%
	45-54	22.4%	16.4%
	55-64	18.2%	15.4%
	65 & over	6.2%	6.0%
	<u>By Sex</u>		
	Male	52.5%	52.2%
	Female	47.5%	47.8%
	<u>By Race</u>		
	White	68.3%	68.9%
	Black	13.4%	12.9%
	American Indian/Alaska Native	0.2%	0.1%
	Asian	10.1%	8.6%
	Native Hawaiian/Pacific Islander	0.0%	0.0%
	Some Other Races	5.9%	6.3%
	Two or more races	2.1%	3.2%
	<u>By Hispanic origin</u>		
	Non-Hispanic	80.0%	78.4%
	Hispanic	20.0%	21.6%



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Source: 2017 American Community Survey
Public Use Micro-data Sample (5% Sample),
January 2020

New Jersey Resident Workforce Characteristics

All Industries in NJ vs. Retail Trade: 2017 Earnings

	<u>By Personal Earnings</u>	<u>All</u>	<u>Retail</u>
➤ Retail trade had a significantly higher proportion than “All industries” in the lowest dollar range in <i>Personal Earnings</i> : “Less than \$25,000”.	Less than \$25,000	32.0%	51.6%
	\$25,000 - \$50,000	23.2%	22.6%
	\$50,000 - \$75,000	17.7%	12.6%
	\$75,000 - \$100,000	9.9%	4.7%
➤ This is the result of the low paying nature of the occupations in retail industries.	\$100,000 - \$150,000	9.5%	5.1%
	\$150,000 - \$200,000	3.4%	1.5%
	\$200,000 & more	4.2%	1.9%

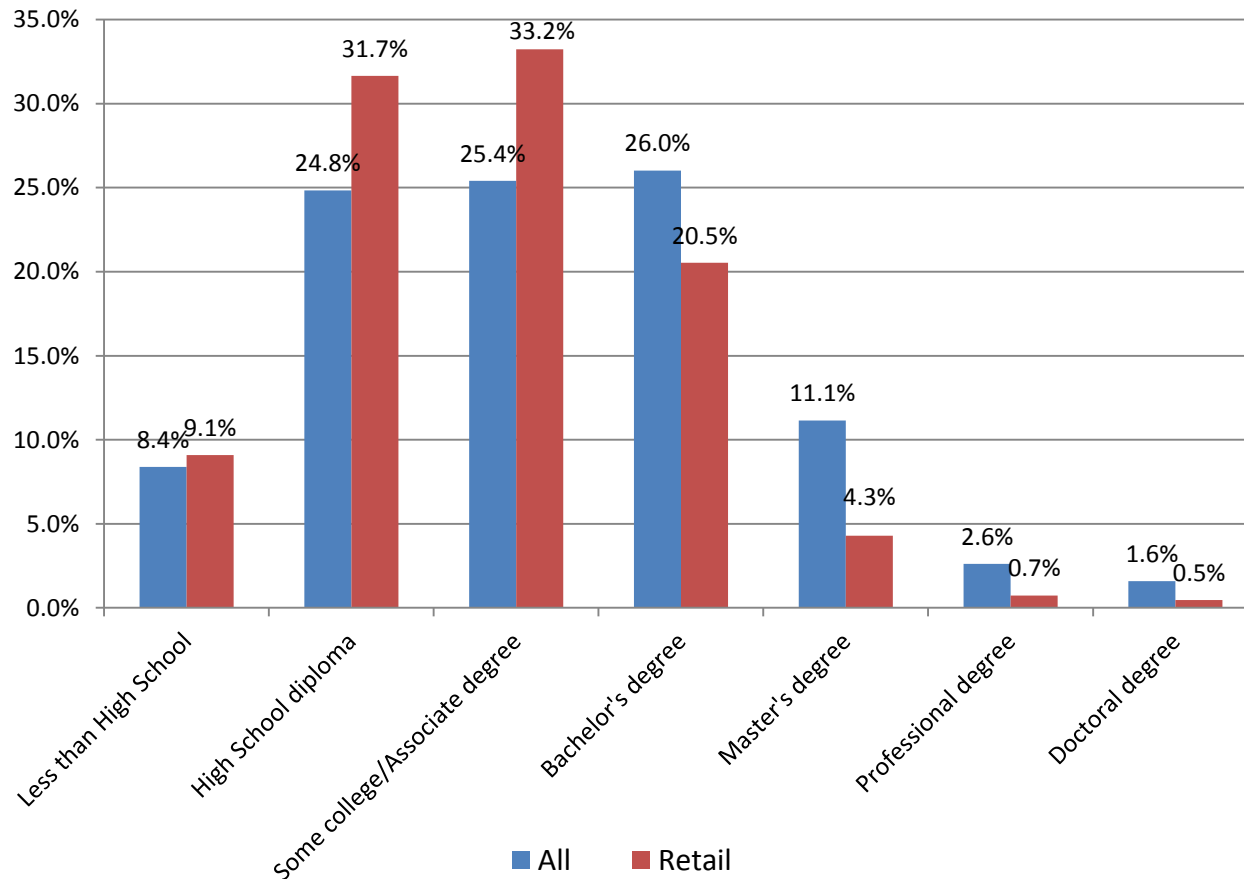


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Source: 2017 American Community Survey
Public Use Micro-data Sample (5% Sample),
January 2020

New Jersey Resident Workforce Characteristics

All Industries vs. Retail Trade: 2017 Educational Attainment



- A greater proportion of retail workers have achieved a lower level of education than workers overall due to its lower skilled, entry-level positions with a higher turnover rate.
- The 2017 American Community Survey states nearly 4 of 10 (39.8%) workers in this industry sector do not have any formal education beyond high school compared with less than 1/3 (32.2%) for employees in all industries statewide.



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Source:

2017 American Community Survey Public Use
Micro-data Sample (5% Sample), January 2020

OUTLOOK AND PROJECTIONS



The top nine, and overall, 11 (in red) of the top 13 occupations in the state with the greatest number of projected average annual job openings can work within retail. The typical minimum requirements for these occupations are no work experience, short-term on-the-job training and no college degree.

The eleven occupations account for 25.6% (or 133,360) of all average annual job openings that New Jersey is expected to add through 2026.

Occupation	Employment		Change 2016-2026		Annual Average Openings			
	2016 Actual	2026 Projected	Number	Percent	Exits	Transfers	Change	Total
Total, All Occupations	4,318,450	4,671,200	352,750	8.2	209,590	276,160	35,270	521,020
Retail Salespersons	131,600	137,800	6,200	4.7	8,530	10,690	620	19,840
Laborers and Freight, Stock, and Material Movers, Hand	120,400	138,300	17,900	14.9	6,410	11,060	1,790	19,260
Cashiers	96,100	94,200	-1,900	-2.0	8,930	8,720	-190	17,460
Waiters and Waitresses	62,050	70,600	8,550	13.8	4,910	7,520	860	13,290
Combined Food Preparation & Serving Workers, Incl. Fast Food	49,000	59,600	10,600	21.6	4,810	5,030	1,060	10,890
Janitors & Cleaners, Except Maids and Housekeeping Cleaners	69,850	76,450	6,600	9.4	4,760	4,600	660	10,020
Customer Service Representatives	70,750	74,350	3,600	5.1	3,710	5,440	360	9,510
Stock Clerks and Order Fillers	70,050	73,700	3,650	5.2	3,920	5,120	370	9,410
Office Clerks, General	73,450	72,050	-1,400	-1.9	4,270	4,160	-140	8,290
Home Health Aides	42,550	63,500	20,950	49.3	3,220	2,680	2,100	8,000
Receptionists and Information Clerks	54,000	60,050	6,050	11.2	3,550	3,780	600	7,930
Nursing Assistants	59,900	67,150	7,250	12.0	3,860	3,210	720	7,790
Counter Attendants, Cafeteria, Food Concession & Coffee Shop	31,700	34,900	3,200	10.1	4,000	3,140	320	7,460



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Source: NJLWD, Current Employment Statistics,
Industry & Occupational Employment
Projections, 2016-2026

NEW JERSEY, 2016 – 2026

PROJECTED EMPLOYMENT CHANGE BY INDUSTRY

<u>Industry Title (Two-Digit NAICS)</u>	<u>2016 Jobs</u>	<u>2026 Jobs</u>	<u>Change: 2016 -2026</u>	
			<u>Number</u>	<u>Percent Annual</u>
Total Nonfarm	3,967,500	4,228,350	260,850	0.6
Health Care and Social Assistance	581,700	682,930	101,230	1.6
Accommodation and Food Services	305,500	345,910	40,410	1.3
Administrative and Support and Waste Management and Remediation Services	282,900	312,870	29,970	1.0
Professional, Scientific, and Technical Services	297,900	327,250	29,350	0.9
Transportation and Warehousing	174,900	202,900	28,000	1.5
Construction	153,600	176,260	22,660	1.4
Other Services (except Government)	171,000	189,650	18,650	1.0
Arts, Entertainment, and Recreation	64,300	79,870	15,570	2.2
Educational Services	426,200	440,550	14,350	0.3
Retail Trade	461,700	475,130	13,430	0.3
Manufacturing	242,100	252,080	9,980	0.4
Management of Companies and Enterprises	81,900	90,000	8,100	0.9
Wholesale Trade	217,200	223,720	6,520	0.3
Finance and Insurance	186,900	192,880	5,980	0.3
Real Estate and Rental and Leasing	57,400	58,500	1,100	0.2
Utilities	14,200	14,330	130	0.1
Natural Resources and Mining	1,300	1,400	100	0.7
Information	71,500	67,950	-3,550	-0.5
Government	281,400	267,990	-13,410	-0.5

Note: Total nonfarm employment excludes self-employed and unpaid family workers.

- Based on official employment projections for New Jersey's industries prepared by the Department of Labor and Workforce Development, payrolls in Retail (in blue) is projected to grow by 13,430 from 2016-to-2026.
- The sector's rate of job growth is slower than that projected for the state overall (2.9%, Retail vs. 6.6%, all industries).

NOTE: Employment data are rounded to the nearest hundred. Percentages and percent changes are based on unrounded data.



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Source: NJLWD, Current Employment Statistics, Industry & Occupational Employment Projections, 2016-2026,
Prepared by: New Jersey Department of Labor and
Workforce Development, Workforce Research & Analytics

NEW JERSEY, 2016 – 2026

PROJECTED EMPLOYMENT CHANGE IN RETAIL TRADE INDUSTRY

NAICS Industry		2016 Estimated Employment	2026 Projected Employment	Numeric Change	Annual Growth Rate
<u>Code</u>	<u>Industry Title</u>				
44-45	Retail Trade	461,700	475,130	13,430	0.3
441	Motor Vehicle and Parts Dealers	49,200	50,570	1,370	0.3
444	Building Material & Garden Equipment & Supplies	32,300	34,690	2,390	0.7
445	Food and Beverage Stores	112,600	113,590	990	0.1
446	Health and Personal Care Stores	36,900	38,760	1,860	0.5
448	Clothing and Clothing Accessories Stores	51,500	52,940	1,440	0.3
451	Sporting Goods, Hobby, Book, and Music Stores	16,500	17,000	500	0.3
452	General Merchandise Stores	76,400	77,070	670	0.1
459	Retail Trade, All Other	86,300	90,500	4,200	0.5

➤ Retail Trade, All Other is expected to lead Retail Trade through 2026 (+4,200 jobs) with Building Material and Garden Equipment and Supplies' Dealers adding the second most at 2,390.

➤ No industries are projected to decline.

NOTE: Employment data are rounded to the nearest hundred.
Percentages and percent changes are based on unrounded data.



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Source: NJLWD Current Employment Statistics, Industry &
Occupational Employment Projections, 2016 - 2026
Prepared by: New Jersey Department of Labor and
Workforce Development, Workforce Research & Analytics

Southern Region Industry Projections:

Retail Trade

County	2016 Estimated Employment	2026 Projected Employment	Numeric Change	Annual Growth Rate (%)	Total Percent Change	Outlook
Atlantic	16,040	17,150	1,110	0.7	6.9	Growing
Burlington	25,010	24,430	-10	0.0	0.0	Stable
Camden	24,440	24,450	-10	0.0	0.0	Stable
Cape May	6,720	6,870	150	0.2	2.2	Stable
Cumberland	7,550	7,530	-20	0.0	-0.2	Stable
Gloucester	18,850	19,630	780	0.4	4.1	Stable
Salem	2,020	2,000	-20	-0.1	-0.7	Declining



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Source: NJLWD, New Jersey Industry and
Occupational Projections, 2016-2026
Prepared by: New Jersey Department of Labor and
Workforce Development, January 2020

Central Region Industry Projections:

Retail Trade

County	2016 Estimated Employment	2026 Projected Employment	Numeric Change	Annual Growth Rate (%)	Total Percent Change	Outlook
Mercer	20,770	22,280	1,510	0.7	7.3	Growing
Middlesex	42,830	42,030	-800	-0.2	-1.9	Declining
Monmouth	38,760	38,560	-200	-0.1	-0.5	Declining
Ocean	27,540	27,300	-240	-0.1	-0.9	Declining



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Source: NJLWD, New Jersey Industry and
Occupational Projections, 2016-2026
Prepared by: New Jersey Department of Labor and
Workforce Development, January 2020

Northern Region Industry Projections:

Retail Trade

County	2016 Estimated Employment	2026 Projected Employment	Numeric Change	Annual Growth Rate (%)	Total Percent Change	Outlook
Bergen	54,610	63,450	8,840	1.5	16.2	Growing
Essex	26,890	26,930	40	0.0	0.1	Stable
Hudson	28,120	30,140	2,020	0.7	7.2	Growing
Hunterdon	6,960	6,880	-80	-0.1	-1.2	Declining
Morris	29,620	29,980	360	0.1	1.2	Stable
Passaic	24,800	23,730	-1,070	-0.4	-4.3	Declining
Somerset	20,610	20,970	360	0.2	1.8	Stable
Sussex	6,130	6,420	290	0.5	4.8	Stable
Union	27,330	27,760	430	0.2	1.6	Stable
Warren	6,100	6,100	0	0.0	0.0	Stable



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Source: NJLWD, New Jersey Industry and
Occupational Projections, 2016-2026
Prepared by: New Jersey Department of Labor and
Workforce Development, January 2020

Outlook

- Along with other service sectors such as the hospitality industry, retail is a critical point of entry, or “gateway,” into the labor force and provides workers with foundational skills in customer service, punctuality, and responsibility.
- The retail industry offers substantial employment opportunities. Part-time and temporary work is plentiful across a range of employers, from small, independent retailers to national and multinational retail chains. Solid store experience can lead to an array of retail management and store support career ladders.
- A college degree can afford direct entry into management training programs and regional/corporate level career paths.



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RETAIL TRADE

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